

INLAND LIVING Magazine Household Demographics & Reach

Through highly targeted audience selection, **INLAND LIVING Magazine** reaches Inland Valley neighborhoods with the very highest average household income, top socioeconomic scores and greatest purchasing power. Vested readers may also purchase single copy issues in high-traffic bookstores, grocery stores and other fine retailers throughout the Inland Valley area.

Average Wealth	\$713,000
Average Socioeconomic Score	91
Homeowners	93%
Ages 25-54	44%
Married	67%
Average Household Size	2.3
Household Delivered Circulation	35,000
unique across 6 issues	60,000
Household Delivered Readership	80,500
unique across 6 issues	138,000
Single Copy Circulation	5,000

*Source: MapInfo 2006. Based on rotating distribution pool of 60,000 households. 2.3 persons per household.